

Curriculum Vita of  
**B. Todd Drennan, Ph.D.**  
**Clinical Assistant Professor of Marketing**  
**W. P. Carey School of Business**  
**Arizona State University**

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## **OVERVIEW**

Dr. Todd Drennan is a Clinical Assistant Professor of Marketing at Arizona State University specializing in global consumer behavior, digital marketing strategy, influencer marketing, and consumer–AI interaction. His research examines how online ratings, international branding, and AI-driven content shape trust and purchase intention in digital markets. Internationally trained and industry experienced, he develops AI-enhanced and experiential marketing curricula that integrate live brand partnerships and applied digital strategy.

## **EDUCATION**

**Ph.D. Business Administration, Marketing**, June 2024

Dissertation “Global consumer online purchase intention: A relationship approach”  
Mälardalen University, Sweden

**MBA International Marketing**, 2019

Mälardalen University, Sweden

**B.S. Business Management, Marketing Emphasis**, 2011

Brigham Young University - Idaho, USA

## **AWARDS**

- Doctoral training was sponsored (scholarship and classes) by Uppsala University, the oldest university in Scandinavia (famous for the Uppsala model).
- Awarded a two year visiting scholar position to research at Utah State University (2022-2024).

## **CURRENT RESEARCH INTERESTS**

- International e-commerce, B2C Relationships, and Purchase Intentions
- Artificial Intelligence and Consumer Decision-Making
- Sustainability and Sustainable Consumption
- Digital Marketing, Social Media Influencers, and Online Trust
- Global & International Marketing
- Digital & Social Media Marketing
- Influencer Marketing
- Consumer–AI Interaction
- Brand Trust & Relationship Marketing
- Sustainable Marketing
- Marketing Analytics & Performance

## **RESEARCH UNDER REVIEW AND IN PROGRESS**

Hansen, J., Drennan, T., Wilson, P., Ortiz-Berger, D., & Collins, S. "AI's Impact on Social Media Influencer Marketing." *Submit to Journal of Marketing Research*

Drennan, T. "Online ratings: exploring the effects of volume and valence when purchasing from an unfamiliar website." Status: final copyediting.

Drennan, T. and Hansen, J. "Modeling Consumer Intention to Use Mobile Apps." Status: Analyzing collected data. Will submit to the *Journal of Business Research*

## **PEER-REVIEWED JOURNAL PUBLICATIONS**

Drennan, T. and Lindh, C., (2024) Managing marketing in the context of international online purchasing. *International Journal of Consumer Management and Decision Making*.

Drennan, T., Lindh, C., & Dreifalt, N. (2021). A mixed-method approach to study country of origin effects on brand perceptions in international online behaviour. *Journal of Customer Behaviour*, 20(4), 275-299.

## **PEER-REVIEWED BOOK CHAPTERS**

Drennan, T., Nordman, E. R., & Safari, A. (2023). Does a Sustainable Orientation Affect Global Consumers' Relationships with International Online Brands?. *In Creating a Sustainable Competitive Position: Ethical Challenges for International Firms* (Vol. 37, pp. 219-236). Emerald.

Drennan, T., Lindh, C. T., & Nordman, E. R. (2021). Integrating research in master's programmes: Developing students' skills to embrace digitally transformed markets. *In Management and Information Technology after Digital Transformation* (pp.238-248). Routledge.

## **PEER REVIEWED CONFERENCE PROCEEDINGS**

Drennan, T. "When Ratings Persuade: How Online Ratings Reduce Unfamiliarity at the Start of the Online." *Presented at the SMA 2025 Conference*

Hansen, J., Drennan, T., Wilson, P., Ortiz-Berger, D., & Collins, S. "Consumer motivations to interact with anthropomorphized AI virtual Influencers." *Presented at the SMA 2024 Conference*

Hansen, J., Drennan, T., Wilson, P., Ortiz-Berger, D., & Collins, S. "Consumer motivations to follow virtual influencers: Exploring the roles of parasocial attitude, creative improvement, authenticity, well-being, and temporary escapism." *Presented at the Winter AMA 2024 Conference*

## **TEACHING EXPERIENCE**

Arizona State University, USA

MKT 300, Marketing and Business Performance

MKT 390, Essentials of Marketing

MKT 352, Marketing Research

MKT 425, Global Marketing Management

MKT 450, Social Media and Content Marketing

WPC 501, Statistics for Business

Mälardalen University, Sweden

Doctoral Teaching Associate, MBA Business Research Methodology (2023)

Assistant Lecturer, MBA Business Research Methodology (2019-2022)

Doctoral Teaching Associate, MBA Experiments in Research Methodology (2021-2022)

Doctoral Teaching Associate, B.S. Quantitative Research Methodology (2019-2021)

Utah State University, USA

Guest lecturer, Sustainability Marketing, MGT 3855 (2022)

Course Evaluation Ratings: *Teaching Satisfaction* = **5.0** (on 1-6 scale), *Course contribution to learning in a meaningful way* = **5.3** (on 1-6 scale)

## **INSTITUTIONAL SERVICE**

AI Forward — Department of Marketing (2025-Present)

AI Enhanced Teaching Initiative (2025-Present)

Competition judge and faculty committee service (2025)

Committee for Economics (2020-2022)

Ph.D. Supervisor Committee, Marketing and Strategy (2020-2022)

Vice Chairman, Doctoral Student Council (2020-2022)

Mälardalen University student union (2020-2022)

Webmaster, The Swedish Network for Advanced Business Studies (SNABS) (2020-2024)

## **INDUSTRY EXPERIENCE**

Account Manager, HRX Sverige AB (2015–2019)

Account Manager Consultant, NordicFactory AB (2014)

Country Manager (UK/AUS), Netigate AB (2011–2014)

Marketing Intern, SKF Group (2010)